

# How to Hold a Successful Body Wise Meeting

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In order to have a successful Body Wise Meeting and give the best presentation possible, here are the important steps to follow to achieve sales and sponsoring results. Engage your team! Remember in our business it's all about duplication. Show your team how to hold a successful event, invite them to help out and they will teach and train their teams to do the same as they grow their business.

**Follow these guidelines for all Body Wise Meetings: And remember, HAVE FUN!**

Preparation:

1. Select a date and time that your team of prospects, customers, preferred customers, Consultants and Managers are most likely able to attend. Consider day workers, high traffic hours, etc. Keep the date consistent each month (2nd Thursday at 7:00 pm or 3rd Saturday at 10 am)
2. Post your meeting dates on the Body Wise Web site. Download the form from the News and Events section, and fax to the Marketing Department so your meeting is posted online – it will attract those who view the Web site and are interested in learning more about Body Wise to see if there is a meeting in their area.
3. Choose your location. Depending on the number of people, select a room that will feel “full” or “standing room only”... make it feel like your new prospect has come to an “in demand” event! Possible locations: hotel meeting room, coffee shop or restaurant with a meeting area, your living room (for a more comfortable atmosphere), etc.

Print out flyers to give to your team, send to your Preferred Customers and Consultants and let your Managers know they should do the same. Place the flyers in areas where the general public can pick them up and know to attend. You might even leave some Petit Chocolat™ for samples, or some ‘Elance™ Packettes! Be sure to have the following, which all can be found online in the business section of the portal Web site:

- 2 Posters (Elance and BW 24/7)
- New Body Wise Banner
- Sign-In Sheet
- Product Display (save your empty bottles), Elance Sample Packs and Petit Chocolat Samples
- Products to Sell
- Hand Outs – Discover Body Wise Brochures, Shape Your Future Brochures
- Independent Consultant Compensation Flyer,
- Elance Flyer
- BW 24/7 Flyer
- New Consultant Agreements
- Business Cards in your Prospecting Packettes (see the Getting Started Guide for Information) and wear your name badge or Elance button

Have fun music playing. With the fun and excitement, you will attract prospects to your meetings! Place colorful balloons out front, and display the new Body Wise Banner and Posters to add information and color! Have someone out front to take names and information on the sign in sheet.

Set your chairs up "theatre" style. Set up less chairs than those who confirmed, and bring out additional chairs as they are needed. Allow plenty of room at the front for a product display and projection screen (if needed). Your product display should be attractive and professional. Group the products by category and be creative! Decorate with color and use colorful tablecloths, ribbon, etc. so your display has "eye" appeal.

Have two 6' tables in the back of the room, one for making and sampling shakes and the other to display your literature. Sampling shakes is key to the excitement of "try before you buy" and if they have just come from work, they will get a change to try our meal replacement while they listen to the presentation. Have drinking water available in the back of the room.

Consider an attendee gift or drawing. Place their name in a bowl, and have a drawing for a special gift!

Equipment to consider:

Microphone (if room requires based on size)

Projection Screen (if room requires based on size)

Portable Player for Music with upbeat, exciting music

Laptop to Project

Start your meeting on time. Respect the attendees time even if everyone is not there. It's best to stay on schedule, so end on time as well.

Introduction: As the leader welcome everyone for coming and thank them. Tell your own product and opportunity story and why you are so excited about Body Wise.

Discuss with those you want to share their testimonies in advance, so they are prepared and keep them to 2 to 3 minutes. Have them "practice" their testimonial with you to build their confidence and for you to use as a coaching opportunity, if needed.

Be enthusiastic, energetic and positive, and share your passion for Body Wise. Remember...attitude is everything! Give them something for their "Head" (knowledge & training), their "Heart" (friendships) and their "Hand" (pass-outs, small gifts, etc).

Follow the presentation and take questions at the end of the presentation. Remember, the most important person in the room is the new prospect. Everything you say will either encourage or discourage them from joining...so always keep it positive. Close the meeting by visiting with each guest to get a commitment (i.e.: sale, ARO, PC, New Consultant, etc).

Follow through is key: Be sure to call every guest within 24 hours to thank them for attending and take them to the next step (based on their choice of participation with Body Wise). It's also another opportunity for you to move their decision to "joining us as a Consultant."